

# ORDER



**Orders**  
**Order / Rev:** 708397  
**Alt Order #:** 06290639  
**Product Desc:** KLINE FOR CONGRESS  
**Estimate:** 213  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 10/24/12 / 10/24/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Stevens Reed Curcio & Potholm Medi  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street, Suite 200  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** JOHN KLINE/R/CON/MN  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-4  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	74	\$52,105.00	\$44,289.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	74	\$52,105.00	\$44,289.25	0.00
<b>Totals</b>	<b>74</b>	<b>\$52,105.00</b>	<b>\$44,289.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	24%	\$52,105.00
Market	100%	\$217,104.17

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$23,881.46
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	14%	\$30,394.58
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	51%	\$110,723.12
WFTC	0%	\$0.00

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**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KARE	10/30/12	11/05/12	M-F 1-2p Rachel Ray	CM	1P-2P	- TWTF - -	:30	2	\$180.00	P-4	0.00	NM	2	\$360.00
		RACHAEL RAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	- TWTF - -		2			\$180.00			0.00			
N 2	KARE	10/30/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035p	- TWTF - -	:30	3	\$2,475.00	P-4	0.00	NM	3	\$7,425.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	- TWTF - -		3			\$2,475.00			0.00			
N 3	KARE	10/30/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	- TWTF - -	:30	2	\$675.00	P-4	0.00	NM	2	\$1,350.00
		TONIGHT SHOW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	- TWTF - -		2			\$675.00			0.00			
4	KARE	10/30/12	11/05/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF - -	:30	5	\$315.00	P-4	0.00	NM	5	\$1,575.00
		DAYS-LIVES													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF - -		5			\$315.00			0.00			
N 5	KARE	10/30/12	11/05/12	M-F 2-3p The Doctors	CM	2P-3P	- TWTF - -	:30	3	\$200.00	P-4	0.00	NM	3	\$600.00
		THE DOCTORS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	- TWTF - -		3			\$200.00			0.00			
N 6	KARE	10/30/12	11/05/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF - -	:30	5	\$350.00	P-4	0.00	NM	5	\$1,750.00
		DR. OZ													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF - -		5			\$350.00			0.00			
7	KARE	10/30/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF - -	:30	2	\$360.00	P-4	0.00	NM	2	\$720.00
		KARE 4P NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF - -		2			\$360.00			0.00			
8	KARE	10/30/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF - -	:30	3	\$850.00	P-4	0.00	NM	3	\$2,550.00
		JEOPARDY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF - -		3			\$850.00			0.00			
9	KARE	10/30/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF - -	:30	5	\$1,450.00	P-4	0.00	NM	5	\$7,250.00
		KARE 5P NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF - -		5			\$1,450.00			0.00			
10	KARE	10/30/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF - -	:30	5	\$1,450.00	P-4	0.00	NM	5	\$7,250.00
		KARE 6P NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF - -		5			\$1,450.00			0.00			
11	KARE	10/30/12	11/05/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF - -	:30	5	\$850.00	P-4	0.00	NM	5	\$4,250.00
		SUNRISE 6A													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF - -		5			\$850.00			0.00			
12	KARE	10/30/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	MTWTF - -	:30	2	\$1,700.00	P-4	0.00	NM	2	\$3,400.00
		ET													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF - -		2			\$1,700.00			0.00			
13	KARE	10/30/12	11/05/12		CM	7-9a	MTWTF - -	:30	5	\$800.00	P-4	0.00	NM	5	\$4,000.00

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**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show		Today Show									
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--		5		\$800.00		0.00					
N 14	KARE	10/30/12	11/05/12	M-F 9-10a	CM	9-10a	- TWTF - -	:30	2	\$225.00	P-4	0.00	NM	2	\$450.00
				TODAY											
				TODAY 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	- TWTF - -		2		\$225.00		0.00					
17	KARE	11/03/12	11/03/12	Sat 5-530p	CM	5-530P	-----S-	:30	1	\$585.00	P-4	0.00	NM	0	\$0.00
				KARE 11 5 News Sa											
				SAT 5P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-		1		\$585.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/29/12-11/04/12	Sat 5-530p			5-530P	-----Sa--	:30		<del>(\$585.00)</del>		0.00	NM		
				Credited											
				[CR]											
18	KARE	11/03/12	11/03/12	Sat 6-630p	CM	6-630P	-----S-	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
				KARE 11 6 News Sa											
				SAT 6P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-		1		\$900.00		0.00					
23	KARE	11/04/12	11/04/12	Sun 5-530p	CM	5-530P	-----S	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
				KARE 11 5 News Su											
				SU 5P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S		1		\$900.00		0.00					
25	KARE	10/30/12	11/05/12	M-F 1-2p	CM	1P-2P	MTWTF--	:30	2	\$180.00	P-4	0.00	NM	3	\$540.00
				Rachel Ray											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- TWTF--		2		\$180.00		0.00					
Week:		11/05/12	11/11/12	M-----		1		\$180.00		0.00					
26	KARE	10/30/12	11/05/12	Days of Our Lives	CM	12-1p	MTWTF--	:30	2	\$315.00	P-4	0.00	NM	3	\$945.00
				Days of Our Lives											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- TWTF--		2		\$315.00		0.00					
Week:		11/05/12	11/11/12	M-----		1		\$315.00		0.00					
27	KARE	10/30/12	11/05/12	M-F 2-3p	CM	2P-3P	MTWTF--	:30	2	\$200.00	P-4	0.00	NM	3	\$600.00
				The Doctors											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- TWTF--		2		\$200.00		0.00					
Week:		11/05/12	11/11/12	M-----		1		\$200.00		0.00					
28	KARE	10/30/12	11/05/12	M-F 4-430p	CM	4-430P	MTWTF--	:30	2	\$360.00	P-4	0.00	NM	3	\$1,080.00
				KARE 11 4 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- TWTF--		2		\$360.00		0.00					
Week:		11/05/12	11/11/12	M-----		1		\$360.00		0.00					
29	KARE	10/30/12	11/05/12	M-F 430-5p	CM	430-5P	MTWTF--	:30	2	\$850.00	P-4	0.00	NM	2	\$1,700.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- TWTF--		2		\$850.00		0.00					
Week:		11/05/12	11/11/12	-----		0		\$0.00		0.00					
30	KARE	10/30/12	11/05/12	M-F 5-6a	CM	5-6a	MTWTF--	:30	4	\$250.00	P-4	0.00	NM	5	\$1,250.00
				KARE First Edition M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- TWTF--		4		\$250.00		0.00					
Week:		11/05/12	11/11/12	M-----		1		\$250.00		0.00					
31	KARE	10/30/12	11/05/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$225.00	P-4	0.00	NM	3	\$675.00
				TODAY											

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 Estimate: 213

KARE

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31	KARE	10/30/12	11/05/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	2	\$225.00	P-4	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF--		2				\$225.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$225.00		0.00			
N35	KARE	11/03/12	11/03/12	Sat 5-530p KARE 11 5 News Sa	CM	KARE 11 5 News Sa	-----S-	:30	1	\$585.00	P-4	0.00	NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$585.00		0.00			
													Totals	74	\$52,105.00